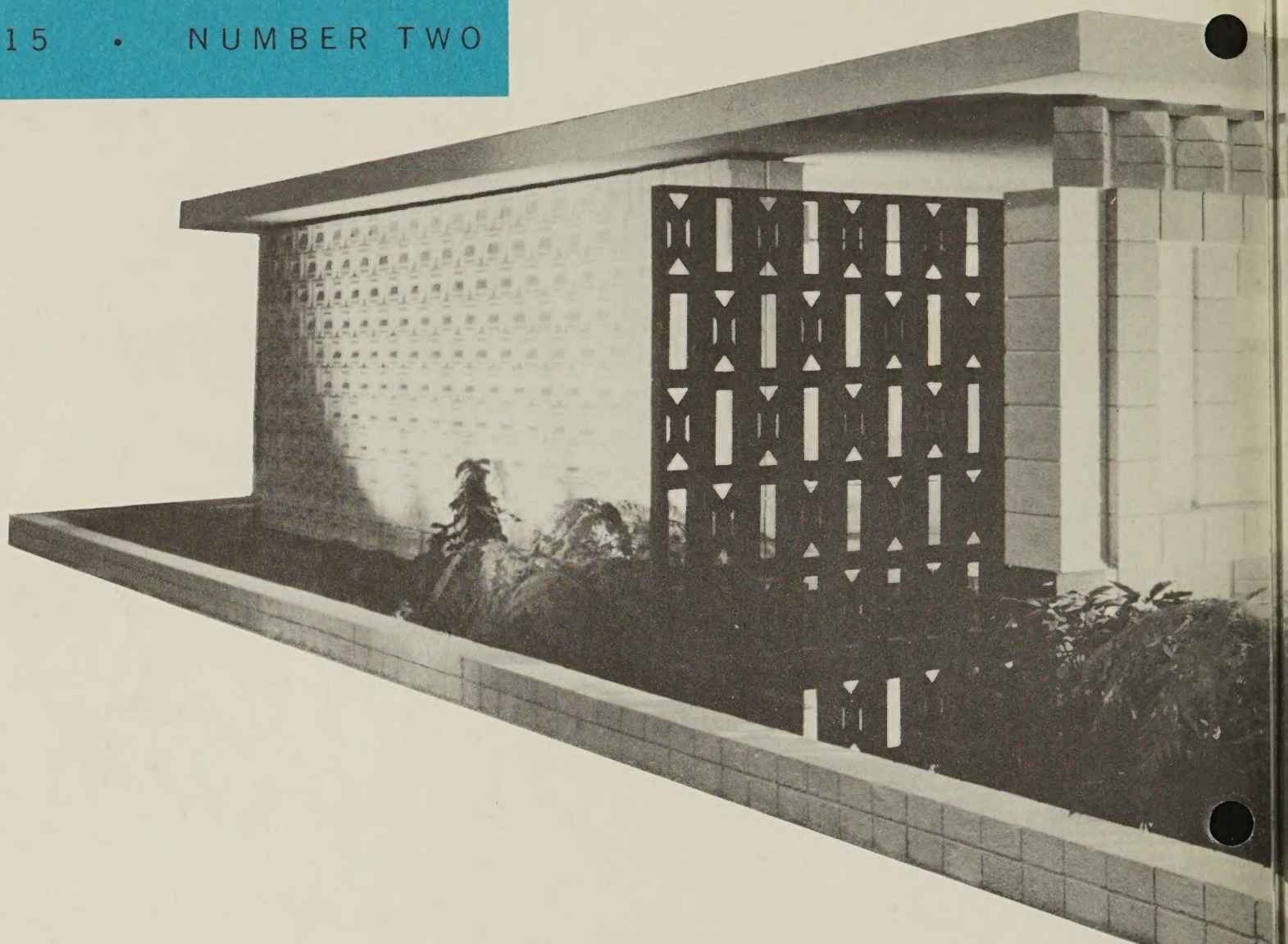
Concrete Masonry
PICTORIAL
VOLUME 15 • NUMBER TWO



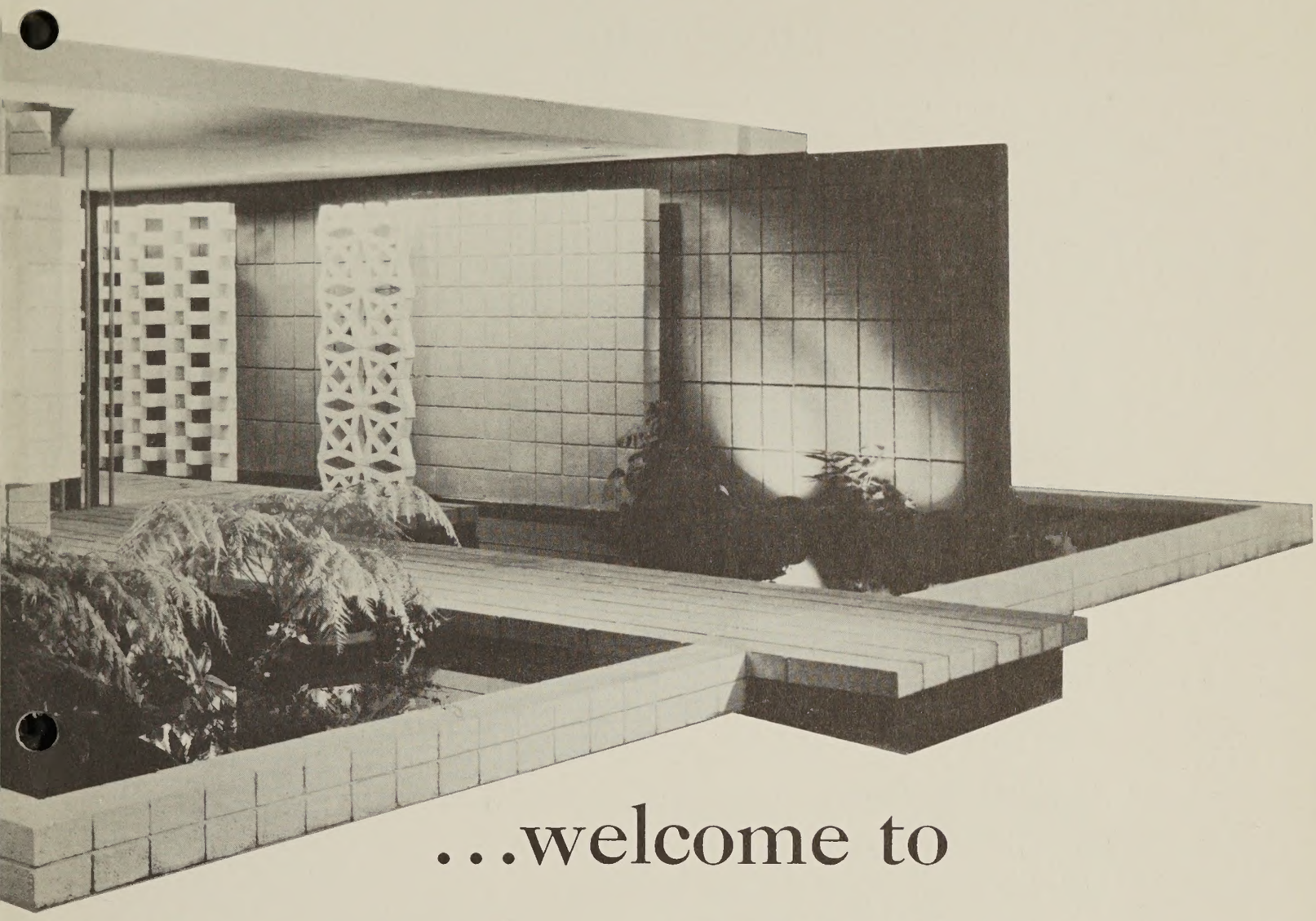
And now—the fabulous Pavilion—showplace of the most imaginative uses of concrete block ever seen anywhere!

From the imagination and talent of nine leading American architectural firms comes new evidence of the inherent beauty and versatility of concrete masonry. The project was commissioned by William P. Markert, director of promotion of the National Concrete Masonry Association and was fashioned completely from concrete masonry units available to the industry today. Also associated in the project were leading block machinery manufacturers.

The walls of fashion devised by the architects were coordinated in this glamorous Pavilion by Robert A. Little and George F. Dalton & Associates and were exhibited at the Concrete Industries Exposition in Cleveland.

For your trip through this amazing building, turn the page.

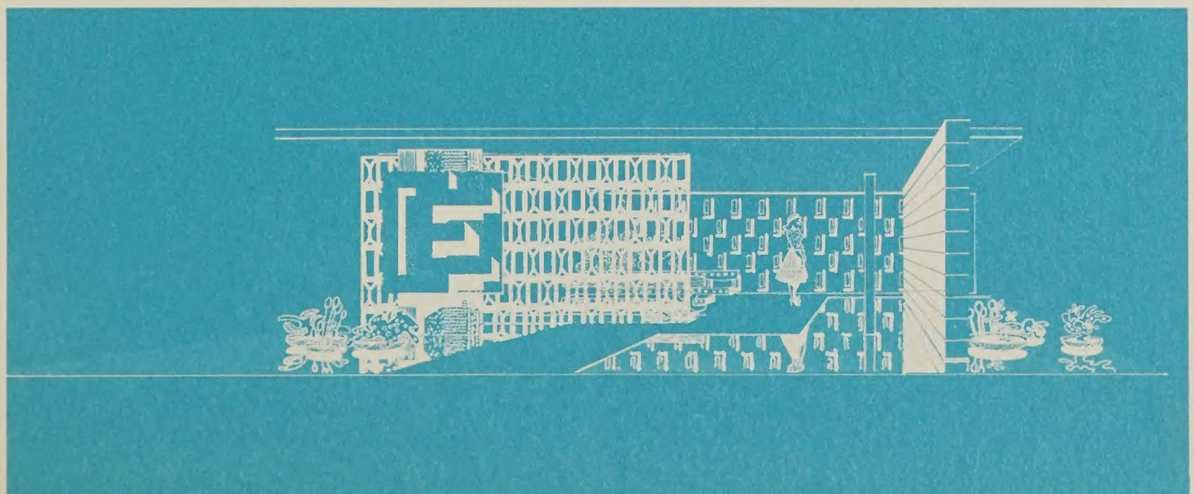
© NCMA, 1959

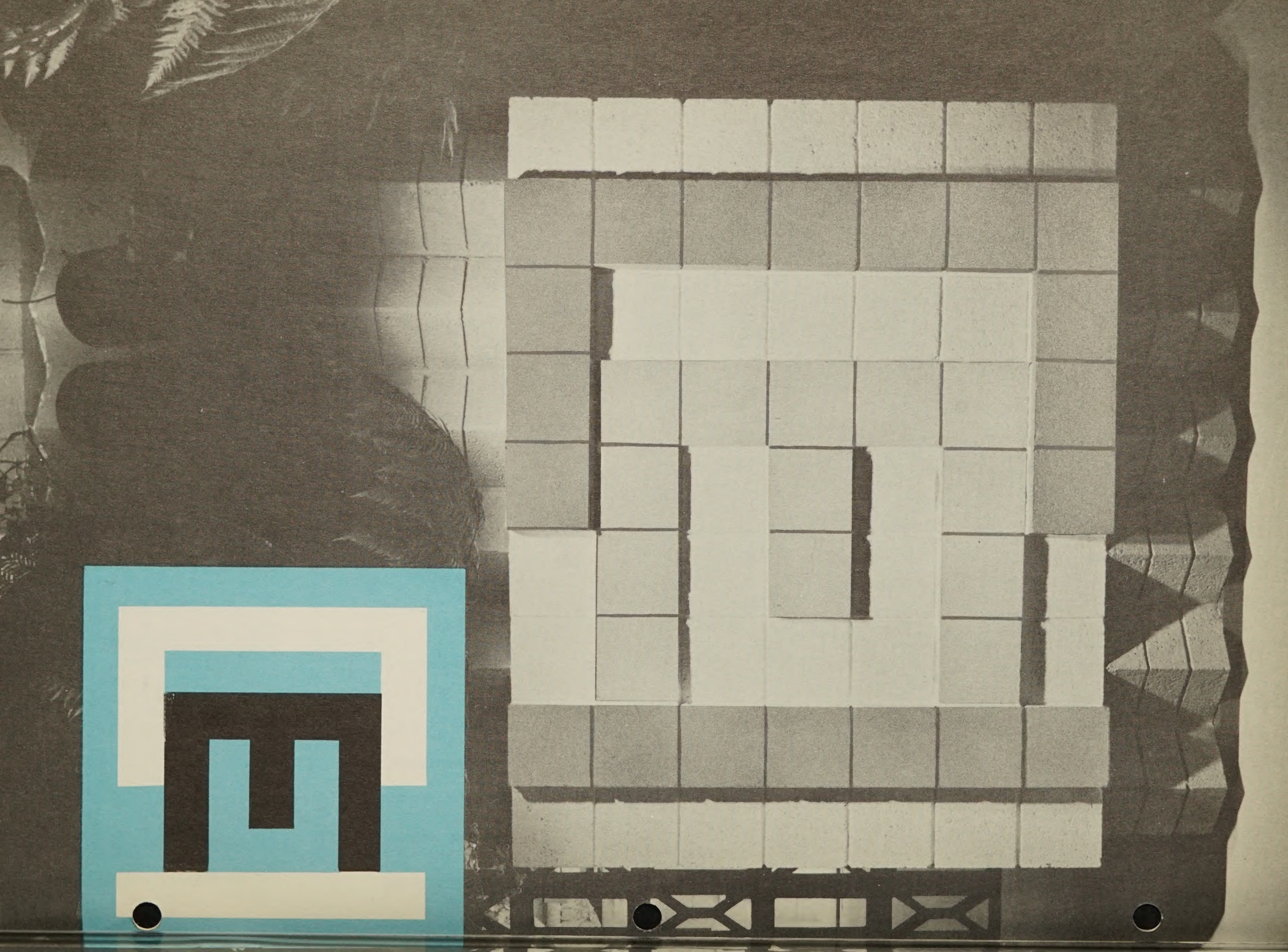


...welcome to

THE PAVILION

fashion gateway to the wonderful new world of **BLOCK**





Pylon in letter-perfect block keynotes Pavilion

This gaily painted pylon, acting as a brief facade of the dramatic open air Pavilion, literally spells out the reason for its existence. With letter-perfect units of projecting 8″ square block, architect David Juliano of Loebl, Schlossman & Bennett, Chicago, formed the letters "CIE" to greet the thousands of visitors to the giant Concrete Industries Exposition. Here again is exemplified the great potential of block as a bas relief material. Marks of identity, signs, symbols, abstract designs (see the labyrinth design on page 11) and a multitude of other special wall accents can be achieved at little added expense.

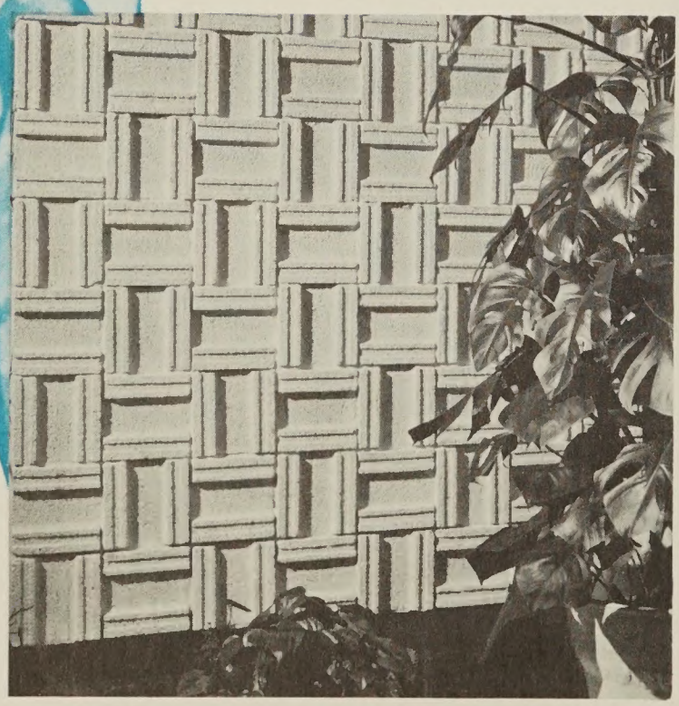
INITIAL COST OF BLOCK IS EXTREMELY LOW

No other material in our vast competitive building market can match the economy of concrete block construction. Its range of shapes, sizes and textures runs into the hundreds, its pattern possibilities into the thousands! No other material has the latitude of design, the many fine inherent qualities that block possesses. Little wonder why concrete masonry has gained such enviable stature in 20th century architecture.

CREATOR OF CITY OF FREEPORT, GRAND BAHAMA ISLAND; HOUSE BEAUTIFUL PACE SETTER, 1954 and 1960; AND MANY MORE PROJECTS

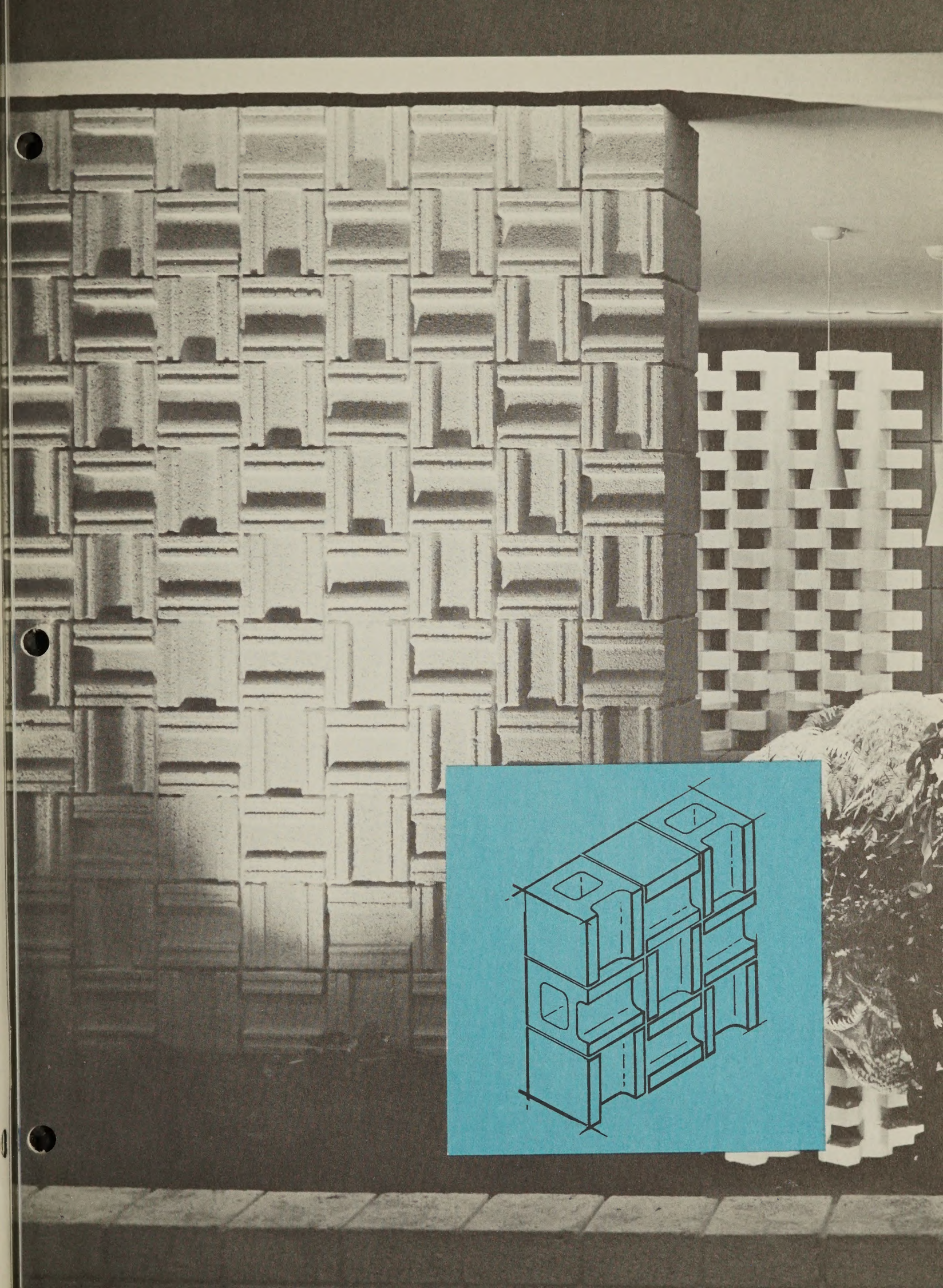
Parker

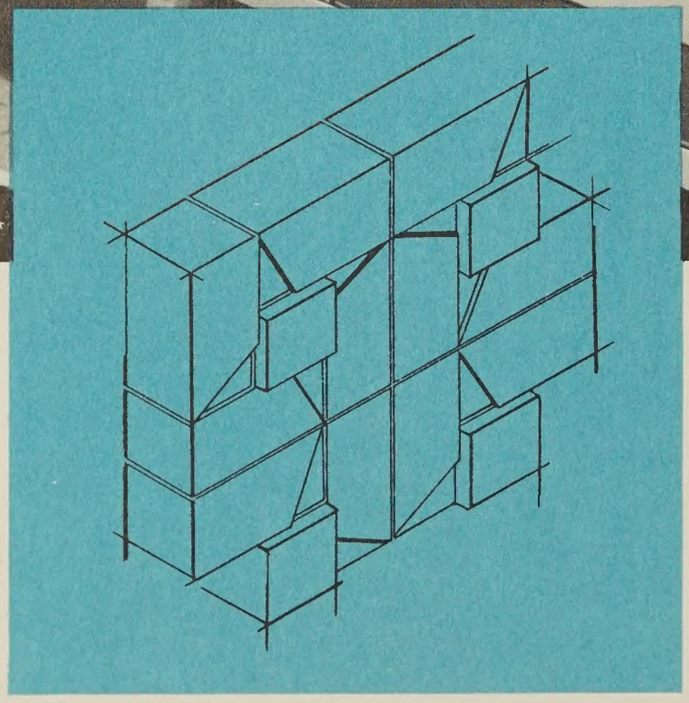
Endless is the alchemy of architecture. And architect Alfred B. Parker of Miami proves it. By exposing the concave ends of 8″ square block in a basket weave, Parker created a mature and mottle-textured wall reminiscent of the hand-hewn stone walls of the Aztec civilization. Who before thought of utilizing the mundane ends of block in this attractive and anomalous way? The neat network of coffers, even when left unpainted, is a dramatic and unique departure from the long, uninteresting wall areas we see so much of today. Whatever you are planning to build, if you want it to look its best, see your architect . . . and suggest block.



THE END IS JUST THE BEGINNING

Remember, too, all concrete masonry walls have complete fire-safety as well as elegance built right in. Maximum noise absorption is also among its many inherent qualities. And block is as sound as a silver dollar. You never have to worry about rust, corrosion, decay or continual maintenance.





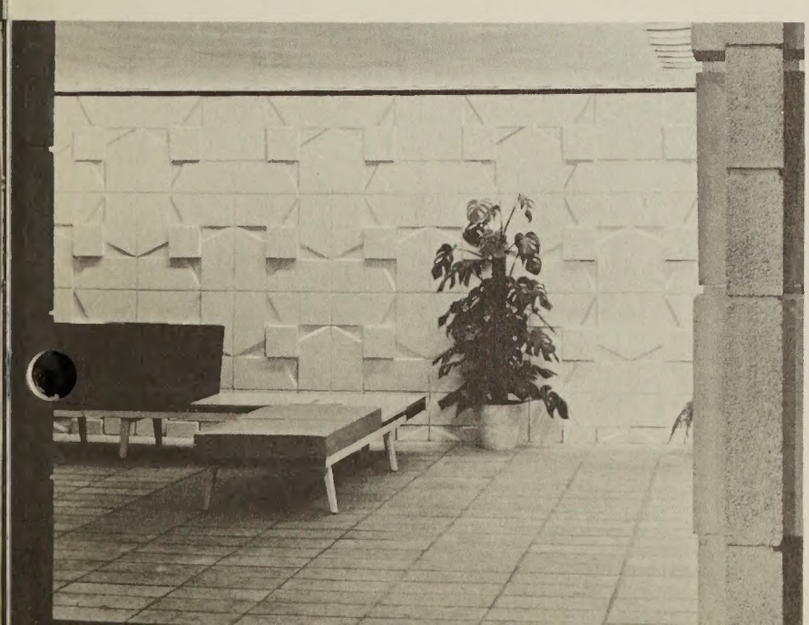
. . . CUTS QUITE A FIGURE IN ANY WALL

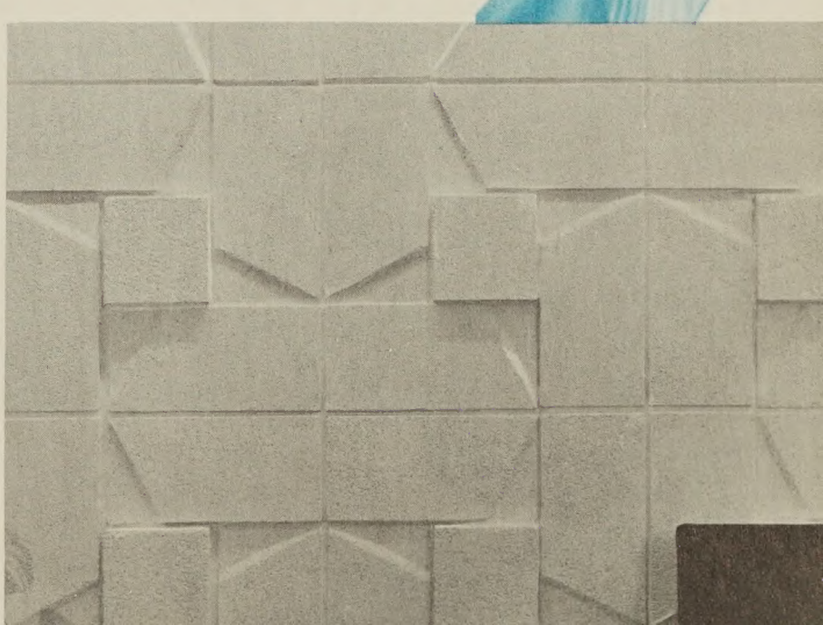
Any modern home, school, commercial building, industrial plant can have the custom-created elegance of a Shadowal block wall. Patterns can be changed from room to room to exhibit a different motif. Highly styled or conservative patterns. Take your choice. Many schools, for instance, have employed Shadowal block patterns to break up the monotony of long corridors and to give interest and activity to classroom walls. Principal or pupil, they'll all be pleased!

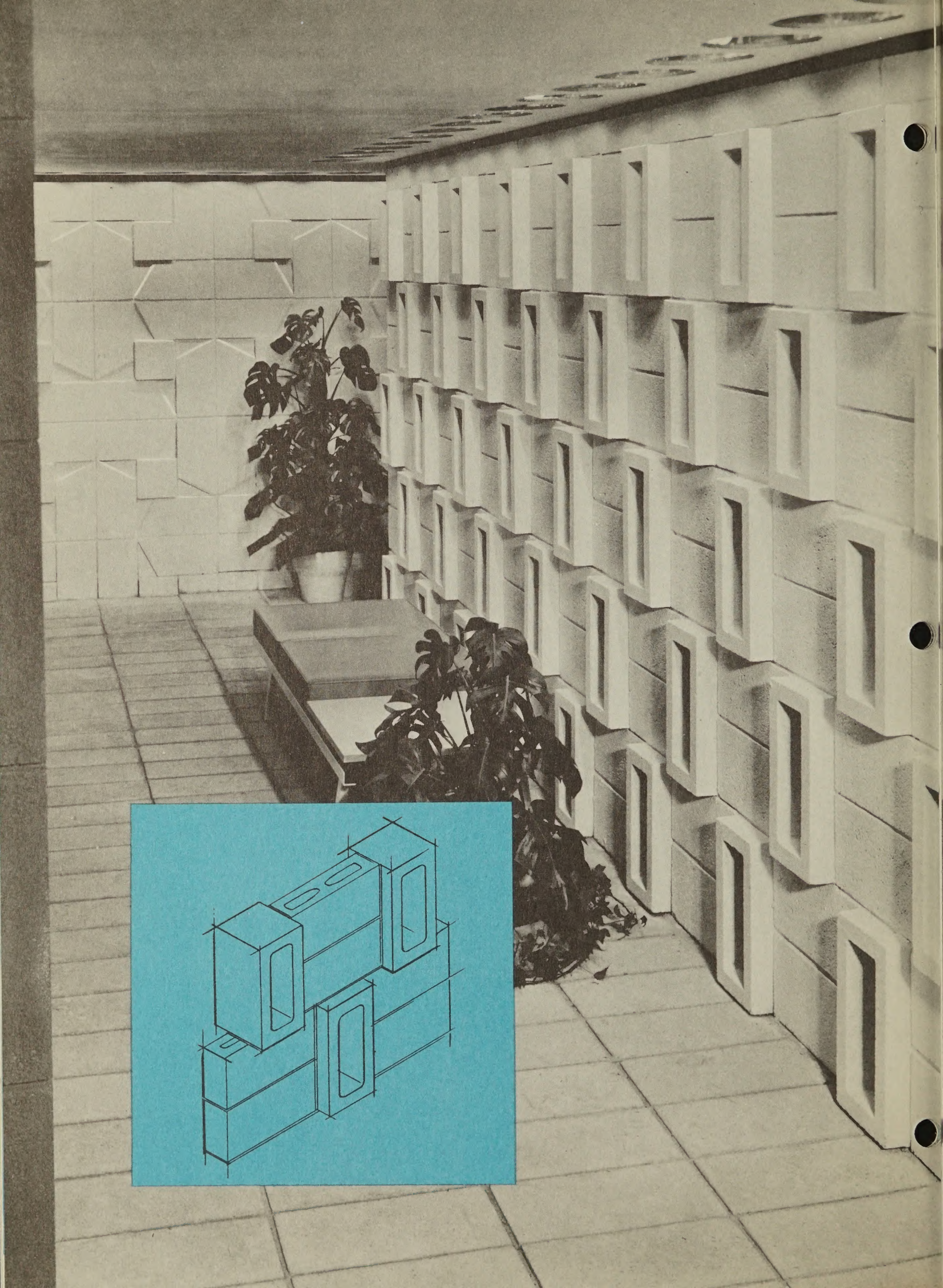
DESIGNER OF CORPUS CHRISTI CATHOLIC CHURCH, SAN FRANCISCO, CALIF.;
MEMORIAL COMMUNITY CENTER, DALY CITY, CALIF., SONOMA ELEMENTARY SCHOOL,
SONOMA, CALIF.; AND MANY OTHER ARCHITECTURAL ACHIEVEMENTS

A recent face lifting of the modular 8″x 8″x 16″ block resulted in one of the most flexible designing tools ever to be put into the hands of the modern day architect. The exciting new unit is called Shadowal . . . the block with 1000 faces! A recessed corner of the block's face provides the means for this breathtaking parlay of shadows — put to play by architect Mario J. Ciampi, San Francisco. Ciampi also included square units to punctuate the Shadowal block segments of his sculptured pattern.

Shadowal block is also available with *two* recessed corners, making wall design possibilities virtually unlimited. Think of it! Walls of fashion, sculptured to your own personality!



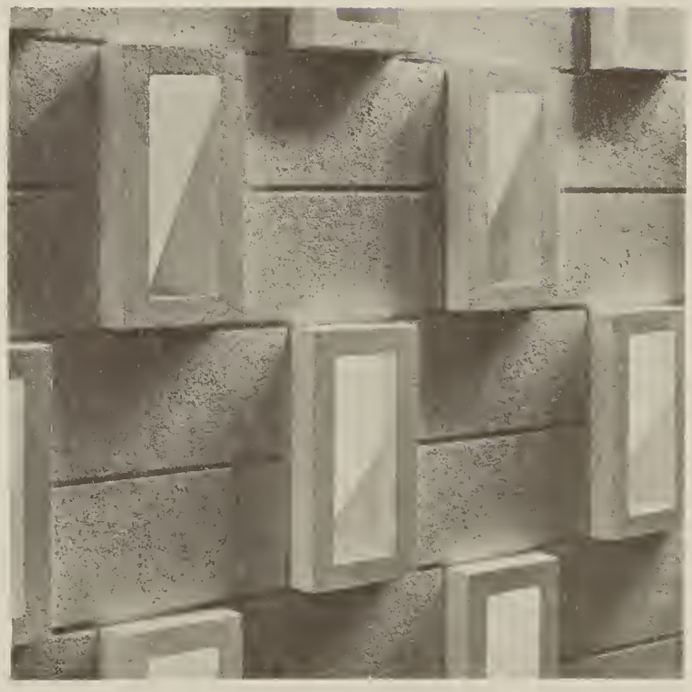




CREATOR OF UNESCO PERMANENT HEADQUARTERS BUILDING, PARIS, FRANCE; U.S. EMBASSY OFFICE BUILDING, THE HAGUE, HOLLAND; EXHIBITION HOUSE FOR MUSEUM OF MODERN ART, NEW YORK; AND MANY OTHER PROJECTS

Marcel Breuer

Time was when a wall was just a wall. A flat, uninteresting surface, expensively covered and painfully lacking in depth, definition and texture. A new concept in wall fashions, however, is beginning to change all that. And concrete block is leading the merry way. Marcel Breuer, New York, crafted this expressive wall by alternating hollowcore block and two 4″x 8″x 16″ units. His rendition is a complete and relieving change from the silent, stereotyped walls of yesterday and is reserved only for those who wish to go modern . . . and stay there. Choose from a palette of pastel or vivid colors—and splash on your own unique personality in paint.



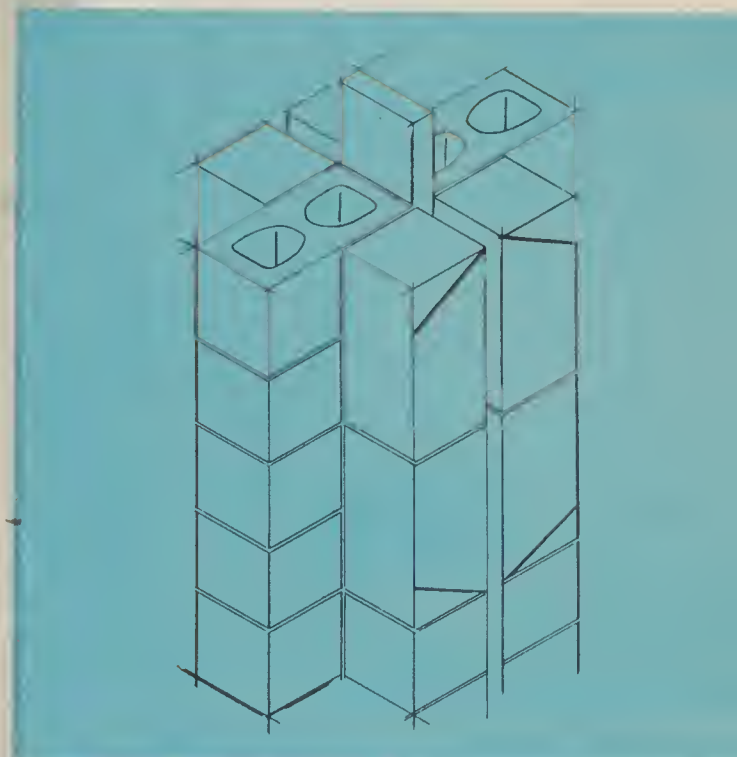
CHARMING . . . RIGHT DOWN TO THE VERY CORE

Everything nice is locked right in. The beauty, the high style, everything you could possibly want in a wall. And a little more! Notice how a special emphasis is given to the design detail when light passes the hollowcore units. Note, too, the smooth texture and pleasant gradation of tone the horizontal units exhibit.

DESIGNER OF ST. CATHERINE OF SIENA CHURCH, NEW ORLEANS, LA.; STUDENT UNION BUILDING, SOUTHWESTERN LOUISIANA INSTITUTE, LAFAYETTE, LA.; THE 20TH CENTURY SHOP, NEW ORLEANS, LA.; AND MANY OTHER ARCHITECTURAL ACHIEVEMENTS

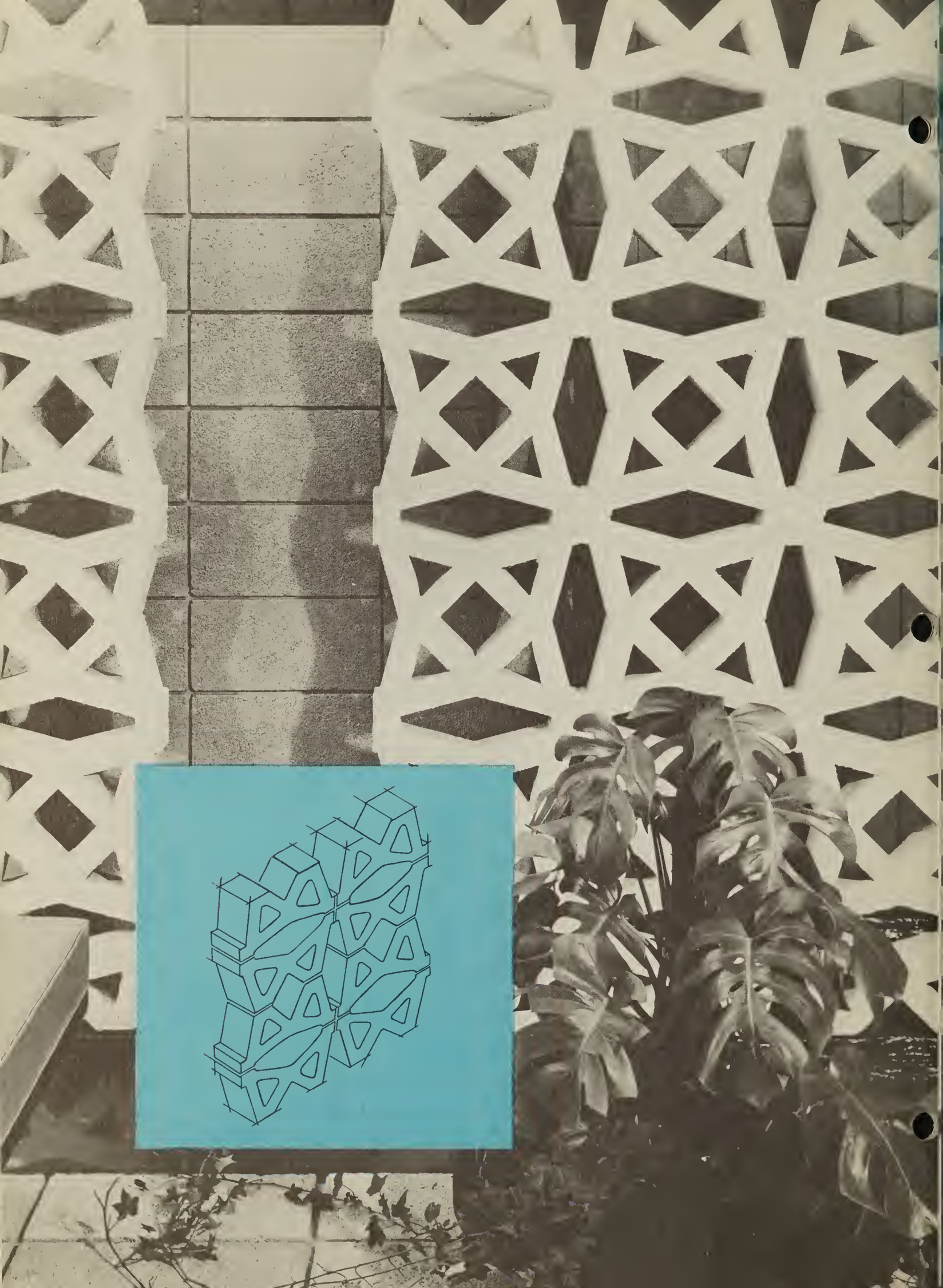
Lamantia

Architect James R. Lamantia, Jr., New Orleans, captures more of the kaleidoscopic magic of Shadowal block in this trim columnar treatment. Four single recessed units are stacked with angles opposite each other, rendering an impressive dart-like image. A solid block unit measuring 2 inches wide divides the column. Pairs of 8″ square block separate the Shadowal block segments of the design. The Shadowal units are backed by standard 8″x 8″x 16″ units, adding wall strength and increasing the heat and sound insulation values of the complete wall design.



RECESSED CORNERS FOR A CORNER ON BEAUTY

One little twist of the imagination can give you a wealth of ideas for using this new and amazing wall material. Shadowal block is at home anywhere: smart shops, clubs, schools, churches . . . you name it. Whether it's a frieze, special accent or complete wall design, Shadowal block will always leave a fine impression wherever it goes. Choose from over a thousand patterns.



CREATORS OF SOUTH BAY SHOPPING CENTER, REDONDO BEACH, CALIF.; UNITED STATES CONSULATE GENERAL OFFICE BUILDING, SINGAPORE; ROMANOFF'S, PALM SPRINGS, CALIF. AND MANY OTHER ARCHITECTURAL ACHIEVEMENTS

Jones + Emmons

Here, in what has been described as "a chorus of frogs arranged in a series of totem poles and emitting a happy serenade," is a fancy screen design fashioned by Charles Walton of the architectural firm of A. Quincy Jones and Frederick E. Emmons, Los Angeles. Frilly, but far from frail, the ornate screen can be beautifully employed as a back yard fence to filter wind and sunlight, or as a patio wall to provide extra privacy. Grille designs of concrete block are ideal as an outside material. More than just being distinctive in appearance, block is a permanent material requiring almost no maintenance and is totally free from damage by rodents and vermin.

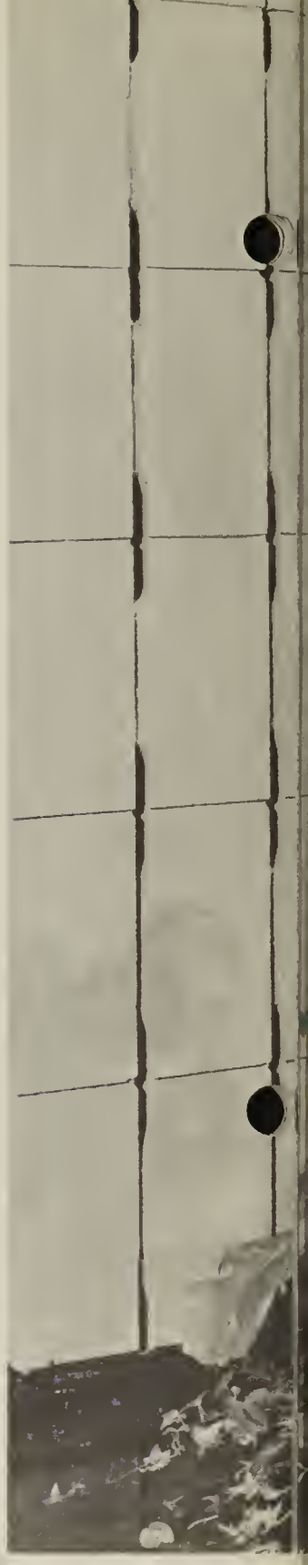
WEB OF ELOQUENCE . . . WOVEN FROM WISDOM

Concrete Masonry is a natural for outdoor living. Its inherent makeup is richly endowed with all of nature's materials, thus giving it the proper armor to withstand weather adversities. Winds can't make it waver. Precipitation pampers its surface. Extreme heat and cold are impassively greeted. Nothing puts a dent in its durable character.

CREATOR OF U.S. EMBASSY IN AMMAN, JORDAN; SARASOTA-BRADENTON AIRPORT; JUNIOR-SENIOR HIGH SCHOOL, SARASOTA, FLORIDA; AND MANY OTHER PROJECTS

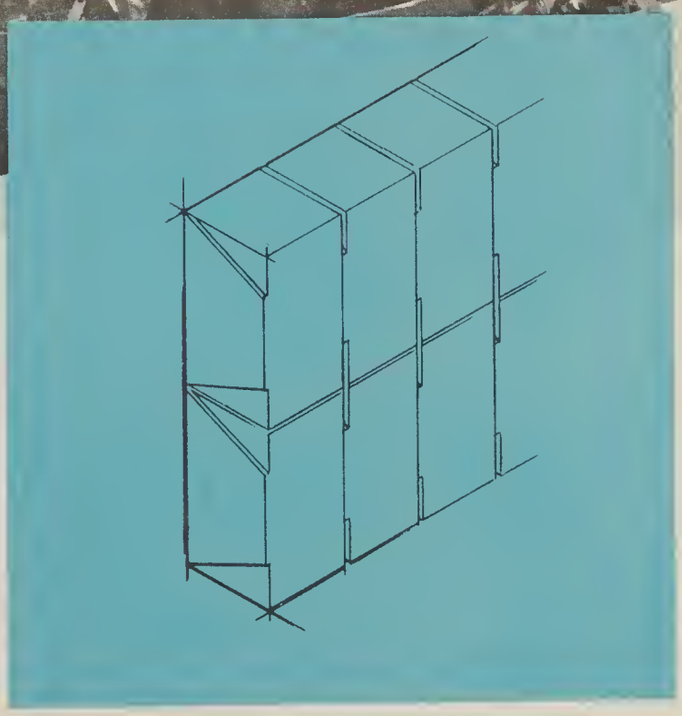
Rudolph

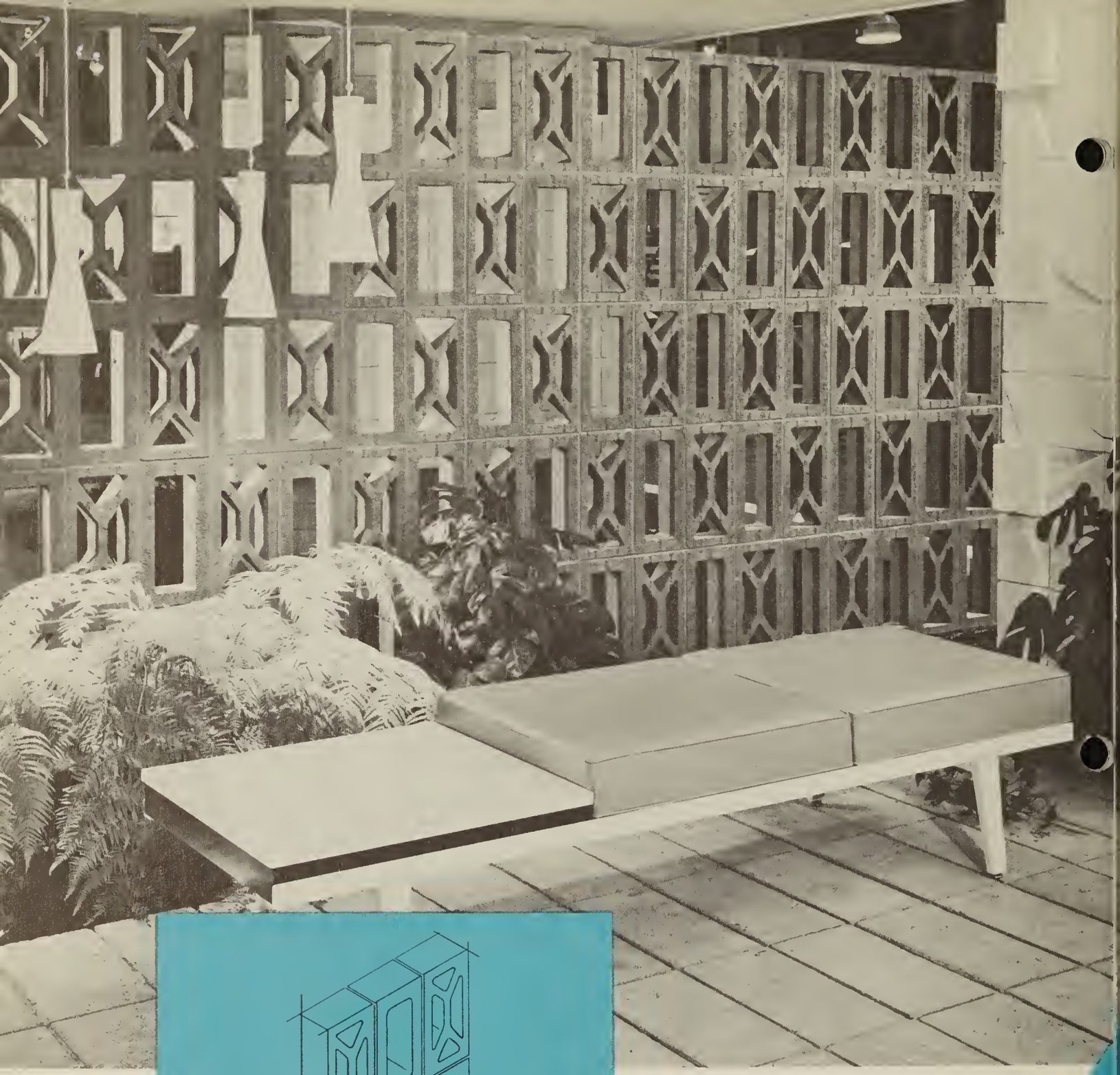
Architect Paul Rudolph, New Haven, Connecticut, has proved that Shadowal block not only has a handsome face but a smart and distinguished profile as well. Simply by turning the sculptured faces of the solid Shadowal units to the left and stacking them vertically, Rudolph hit upon an interesting notched effect which he found could be distinctively carried throughout the entire expanse of the wall. A wonderful relief from the staid walls of yesterday.



SHADOWAL BLOCK . . . WITH AN ADDED TWIST

Patterns as these, stylish yet conservative, are often given added personality by application of pastel or vivid paint—the above having been done in a rugged gun-metal grey to enhance its maturity. Any exterior, despite its lengthiness—school, commercial building, industrial plant, etc.—can be relieved of visual monotony by employing the imagination and sparkle of Rudolph's design.





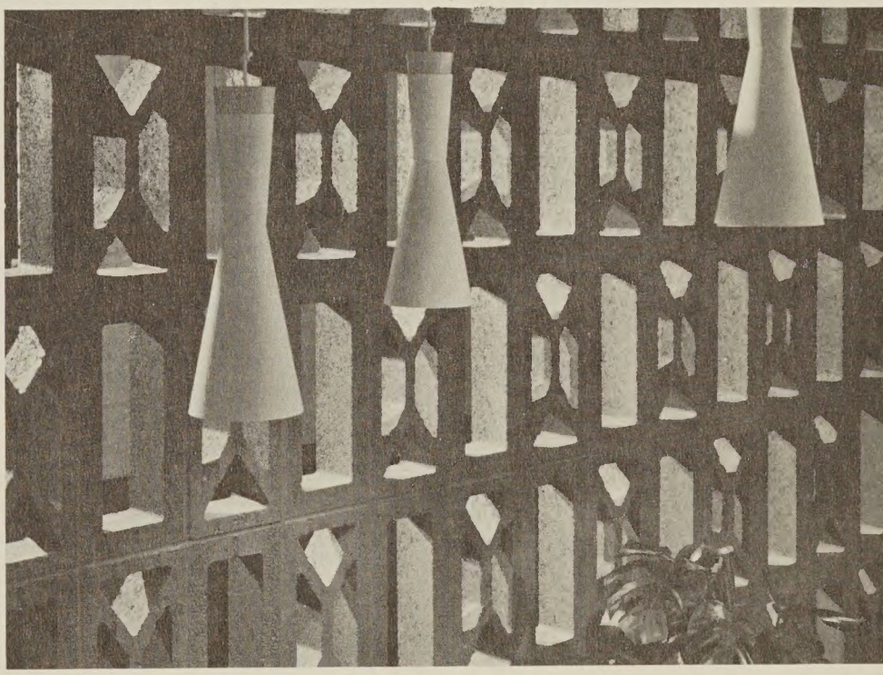
WHERE BLOCK GOES, TIME STANDS STILL

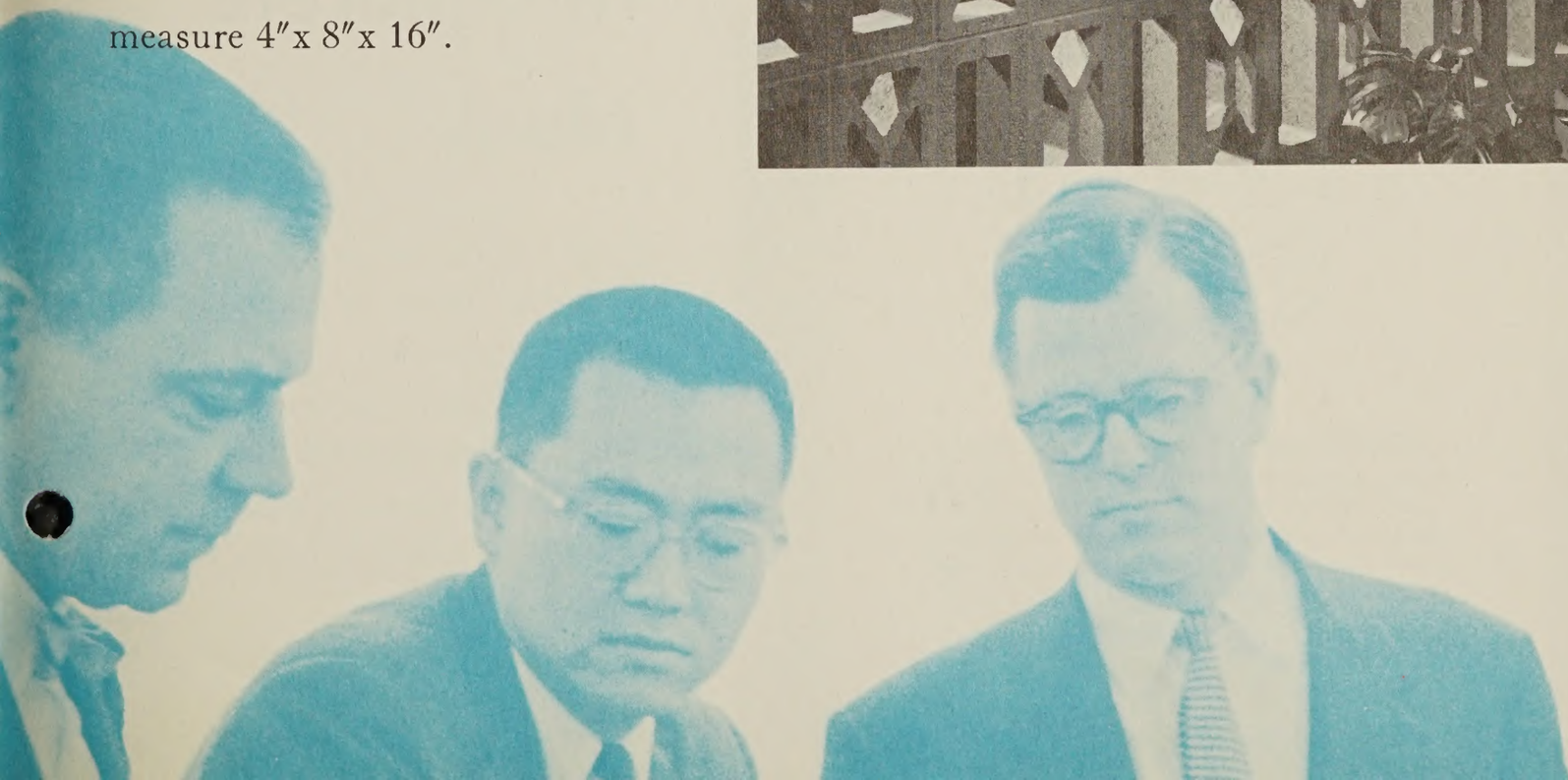
When it's picnic time on the patio, the picture is never complete without elaborate grille units of concrete block to lend enchantment to the festivities. Look how well the "medieval mood" mixes with the modern decor. And look, too, how nicely it coordinates with the solid wall of Shadowal block. Where else will you ever find such economical extravagance?

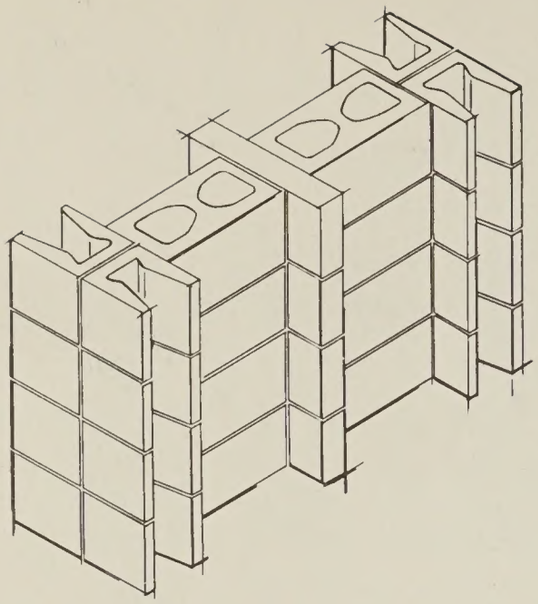
DESIGNERS OF ST. LOUIS MUNICIPAL AIRPORT TERMINAL; WOMEN'S RESIDENCE HALLS, UNIVERSITY OF MISSOURI, COLUMBIA, MO.; TEMPLE ISRAEL, ST. LOUIS; AND MANY OTHER PROJECTS

Hellmuth, Obata & Kassabaum

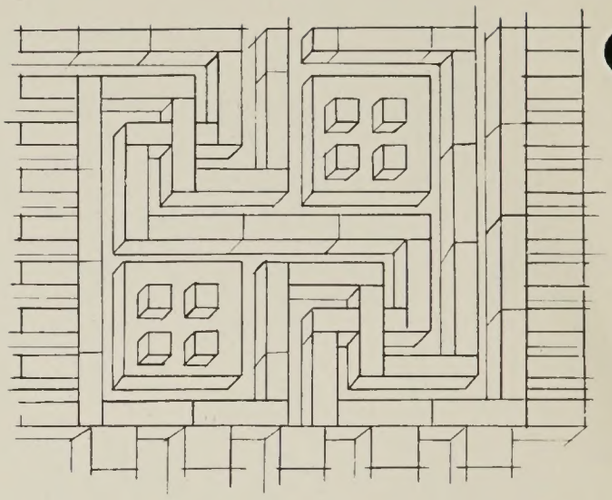
What's new? The medieval look, believe it or not! The recall of moats and medallions, of kings and queens and castles and courts—is today's vogue. Hellmuth, Obata & Kassabaum, St. Louis, devised an ingenious way of reflecting the whole exciting era in a single screen design. By alternating hollowcore and grille units and stacking them vertically, a dramatic and highly textured screen was formed. Beautiful as a breezeway. . . Gracious as a carport grille . . . Perfect as a partition. Redecorators will often add a cheerful expression of grillework around the home to increase property value. Units making up this stylish pattern measure 4″x 8″x 16″.



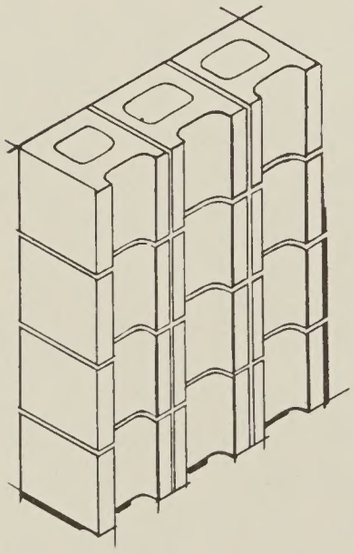




LAMANTIA scores again with a tricky combination of 8″ x 8″ x 8″ lintel block, 8″ x 8″ x 16″ units and a 2″ x 8″ x 16″ solid block. This pattern, like the one on page 7, produces a clever columnar pattern. The lintel block acts as the main shadow caster.



PAPPALARDO executes a maze of bas relief by offsetting block units of various dimensions. Many patterns suggesting the Inca era can be composed in this way. Boundless block is capable of producing almost any desired pattern. This pattern was submitted by Joseph Pappalardo of Loebl, Schlossman & Bennett.

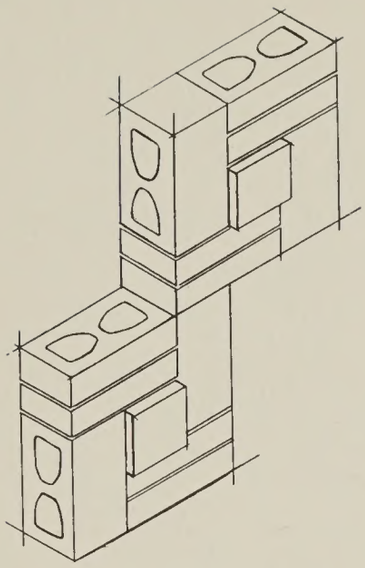


PARKER puts mortar grooves to work here. Ends of the face shells when stacked vertically form ribbings which will make any short wall expanse look considerably taller. The block units measure 8″ x 8″ x 8″ and can be stacked quickly and easily.

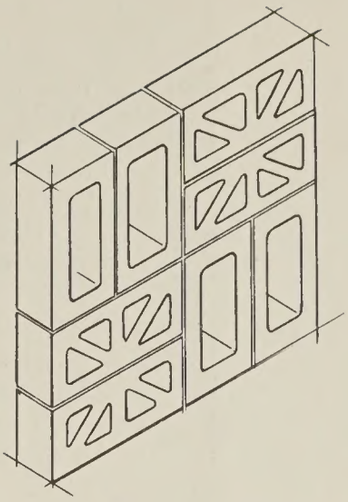
more designs in concrete block

Concrete Masonry will always blend with the future. It's a permanent building material . . . with built-in beauty as ageless as time itself. Why not include one or more of these new distinctive designs in your building plans? You'll be most happy you did.

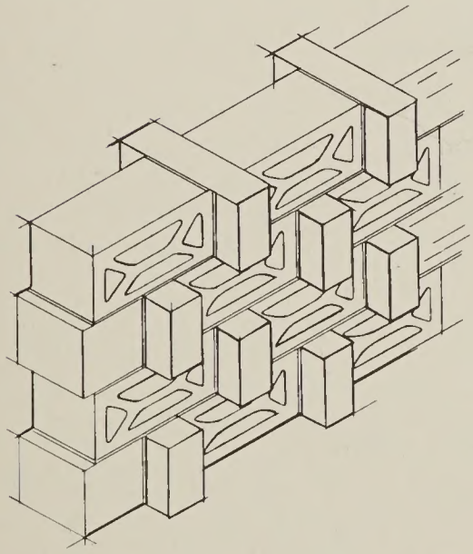
AVERY CLASSICS



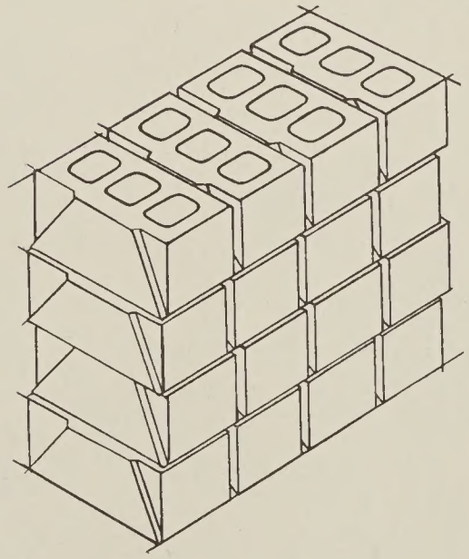
CIAMPI projects 8″ square units from a grouping of 8″ x 8″ x 16″ and 8″ x 4″ x 16″ units to give the wall a pleasing and informal appearance. Many special accents can be achieved by offsetting block from other units in this manner. Just try one and see for yourself.



HELLMUTH selected 4″ x 8″ x 16″ single core block and 4″ x 8″ x 16″ screen block for this smart arrangement. Notice how the screen units have been placed toegther to put stars in the pattern. Give you any ideas of your own?



JONES AND EMMONS incorporated three different units here: 8″ x 8″ x 16″ screen block and solid units of 4″ x 8″ x 16″ and 8″ x 8″ x 8″. The solid units tend to give more endurance where strong winds are a problem.



RUDOLPH has carved out another striking wall with the aid of double recessed Shadowal block turned to their sides. This time he has staggered the units to obtain a back-and-forth activity in the wall. Design calls for 3/8″ mortar joint and 3/8″ recess.

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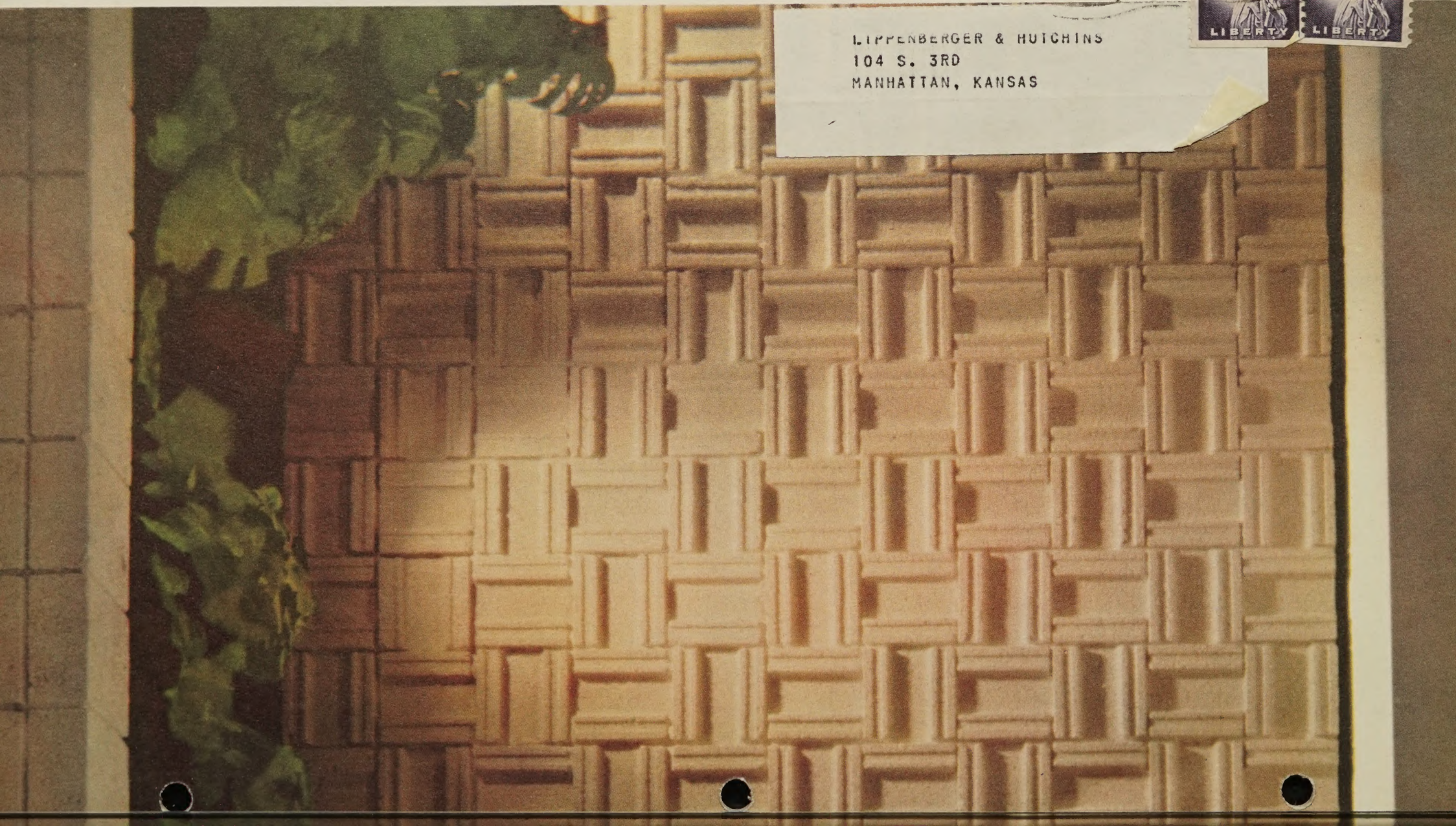
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